

**Advisory Team Teleconference
Minutes
February 22, 2002**

Team members present for some or all: John Kinar, Mark Wolfgram, Jack Yates, Brian Gaber, Alison S. Lebwohl, Anne Monks, Joe Hollister, Tom Kochanski, Mike Ostrenga

Present in our hearts: Jerry Kast, Gary Kennedy, Matt Rauch, Scott Schnacky, Tom Walther

Guests: Matt Dull, Teresa Adams

Pilot team members staying on

We discussed at the last meeting the advantage of having team members stay on through statewide launch, and BHO expressed its hope that team members would be able and willing to serve on this team for another year. The team will need in the future to decide:

- How members rotate on and off the team: how many; when
- What we will look for in selecting new members: representation, buy-in, skills, etc.

Note: Alison is working with OODS to find some resources on what qualities we might look for in new members, as well as how to determine whether we want to add people to the team, or simply solicit their skills and expertise as a resource to the team.

New member: Mark

Confirmed: John, Jack, Brian, Alison, Joe, Tom K, Mike, Matt, Scott, Tom W., Anne, Gary

Waiting for confirmation: Jerry

Team expansion

How might we expand the team to include certain groups, people, skills?

Consider: IT representation

- Skills: collection procedures and formats
- SPO Chiefs could be used for data coordination
- OIS coordination will be done through Scott
- If we do this project with Teresa (see later), this may help us ID whom to bring on
- Would we want someone from BAS?
- We could also bring someone in as a resource, but not have them be a member of the team

Decision: Consider IT rep on team and discuss over email if necessary

Consider: Communication tools, OPA

WTBA

Citizen groups

MRUTC & outside partners

Policy-makers in new elements

Legislators

Decision: Alison will talk to Dave about working with modal administrators and Pat Goss to ID timeline for communicating with legislators about this program.

- Might also work with IDIA and Board of Directors.
- Rory Rhinesmith and Lynne Judd would likely be interested in being resources on this topic.

Role(s) for SPO Managers

SPO Managers are a critical link between policy and implementation on maintenance, a group with a strong working relationship among its members and a solid base of knowledge. How do we make sure that knowledge is reflected in this program, and that managers have the necessary buy-in into Compass? What roles are there – formal and informal – for SPO managers to play as Compass moves forward?

1. Provide access to supervisors for program: get Compass into supervisors' PD's
2. Present program to staff
3. Reinforce/assure consistency in data collection, reporting, and maintenance implementation
4. Setting targets
5. Estimating costs
6. Champions with different audiences, e.g., presenting program at spring committee meetings
7. Data coordination & champions for data consistency

8. Assembling service level packages.

Decisions:

- **Alison will work with SPO Managers on the following:**
 - Their speaking about Compass to their spring committee meetings
 - Getting Compass into supervisors' PD's
 - Access to supervisors to bring them up to speed on the program.
- **Working with SPO Chiefs will be a two-step process, as it has been here. We will work with them to set goals & priorities, and will then report those out to the DTD Management Team.**

Communication with counties & districts

- It is critical that there be extensive communication with counties and districts
- Communication with counties should come both directly from BHO and through districts.
- Districts should know what information the counties are receiving and should feel adequately prepared to deal with questions and concerns.
- Communication should start with districts.

Note: Counties didn't request Compass for their spring training and it isn't on the agenda. Compass is requesting to be on the agenda for the summer highway conference, if the commissioners are interested. Compass is also arranging for the pavement van to be present; the van team has done this presentation numerous times and will tailor it to their audience.

Final report on pilot

Alison sent to group a proposal that she assemble a final pilot report, based on the report to the SPO Managers, that would have an executive summary and a series of appendices. The audience would be internal managers, future team members, and other states or nonprofits interested in our process.

Decision: Write the report

- 2-3pp executive summary, based on video script, and extensive appendices that wouldn't be sent to most folks.
- Get it out ASAP, ideally by March 13 so SPO managers have it for their spring committee mtgs.
- Emphasize short-term benefits expected.

Report may also be used as a basis for articles for other publications, including:

- For TRB publications and conferences
- Crossroads
- MRUTC newsletter
- Weekly bulletin

Can serve as a model for pilots done in the future.

Message

It is important that we send the message that we expect a series of benefits to arise from this program and that we delineate those we expect in the near-term from those we expect in the future. This is critical in part so people don't feel that the program hasn't delivered when our long-term goals (e.g., having price tags for different service levels) aren't achieved in the first year. Short-term benefits would include things like:

- Highlighting PMMS
- Catalyzing consistency in data gathering and storage
- Offering an opportunity to identify best practices

Decision: The report and other communications will emphasize short-term benefits. The team will work at its next meeting to flesh out this list.

Pavement subgroup

The pavement subgroup will be working with Tom Beekman, facilitated by John Kinar, to determine how to translate the data from the pavement van into Compass scores and grades. Tom Beekman thought we might want someone from BSHP and/or Truax there. Mark thought it wasn't necessary for someone from BSHP to be there, but everyone thought having someone from Truax made sense.

Decision: Alison will speak to Steve Krebs about having Scot Schwandt (or someone else) work with the pavement subgroup.

Note: Steve is talking to Scot about his schedule. Either Scot or someone else from that team will participate.

Information presentation

As our most visible product, the reports are one of Compass' main marketing opportunity. They're also the program's largest opportunity to influence the way daily operations are executed. Because of this dual role, it is important that the reports both look nice and communicate clearly. Cathy Meinholz did a wonderful design job on short notice, but it seems highly likely that there are myriad things that could be done by someone who is an expert in this field – things which none of us would even guess to do, but which we would appreciate greatly once they were completed. This does not, however, seem to be expertise that we currently have in house. Might we want to spend money to get this expertise from outside?

Discussion noted that:

- This may be more important for external communication than internal.
- It's important first to understand our audience and our message.
- With so much information, we need to make sure it's simple and easy to understand.
- We could draft different reports and test market them.
- We could try to develop internal capabilities to perform this work.

Decision: Focus for now on building information-reporting design capacity in-house.

Decision: Communication to top management tailored to them.

- Two levels of reports: The worker bee level (SPO Managers, BHO managers, and down) and top management level (DDs, modal administrators, secretary's office).
- Design, presentation & content need to communicate:
 - This is new, fresh, innovative.
 - Relationship to other programs.
 - This program will make a difference.

Ratings & grades

Urban/rural

- We had talked about having raters determine urban vs. rural by hand, but then that information was in the STN by urban boundaries.
- **Decision: If we're going to collect urban/rural information, we should automate it by cross-section. We will revisit whether we want to gather this information at our next meeting.**

Percentages

- Percentages (# deficient/total #) are often problematic as a measure of maintenance condition because they usually reflect effort rather than future costs to repair or current driving experience.
- Because this is a tricky thing to understand, standards that might have been revised to correct this in the standards revisions were not altered. This will create real problems with our measures.
- Alison would like the group to give her permission to go through the ratings manual and alter those measures by hand, and run them by the standards groups for approval.
- This conversation took place late enough in the call that Alison was not able to provide a clear explanation of why this can be problematic.
- **Decision: Alison will write up a clear explanation of why percentages can be problematic, with examples, and we will go from there.** Team members would like one example that works, one that doesn't, and examples of how to roll other measures up in cost data.

Attenuators

- When we made the decision to rate 240 segments per district, that assumed that we would either drop impact attenuators or find another way to measure them, since this is not a high enough number to get at least 30 attenuators per district.
- Possible solutions:
 - Drop them from these measures.
 - Look for another way to capture this data.
 - Combine them with guardrail. This would be a problem, however, if their importance, condition or costs were significantly different than guardrail.
- **Decision: Revisit the decision about what to do about attenuators at our next meeting.**

DTD Presentation

- This is scheduled to happen on 3/14.

- The only reservation that the SPO Chiefs had was that Gary Brunner raised the question of whether this is different way of doing the work or new work.
- **Decision: We want to be sure that DTD Management Team understands that Gary Brunner is concerned that Compass is new work.**
- All district & county folks on the call believe it is a different way of doing the work.
- **Task: Brian will find out whether Dan Grasser has this concern as well.**

Topics deferred to next meeting

The Team

- Team additions, if any
- How and when to move people on and off the team

Communication: brainstorming the benefits

- Short-term
- Long-term

Ratings:

- Do we need info by urban & rural?
- What will we do with impact attenuators?

Note: Our next meeting is likely to be primarily a strategy session, like our first one of the pilot. We will think about our opportunities and challenges, about how our communication should be focused, and when the key check-in points are for the year. This will likely be an all-day in D4, so most of us can come and go that day. Alison will schedule it once the DTD Management Team meeting has taken place.